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ROLAND RELEASES NEW SonicCell™

—Superior Desktop Synthesis for the PC Generation—

Austin, TX, July 27, 2007—SonicCell puts the power and legendary sound quality of a Roland hardware synthesizer on your desktop. With its dual RX expansion bay, built-in USB audio interface, and ability to play SMFs and WAV/AIFF/MP3 files, SonicCell is a dream for computer-based musicians and live performers who seek a compact, integrated pro sound module and USB audio-interface solution.

Equipped with a state-of-the-art sound engine, SonicCell delivers the pristine sound quality of a dedicated Roland hardware synth. A remarkable new waveform set has been created for SonicCell, including a world-class collection of acoustic instruments, drums, and percussion that are expertly programmed to provide the ultimate in expression and realism. SonicCell's internal sound bank can even be expanded and customized via its two internal SRX expansion bays. Choose from a dozen of Roland's famous SRX Expansion boards (sold separately) that cover a vast world of musical instruments and styles. Whether you're driving SonicCell from a computer, another synthesizer, or a MIDI keyboard or guitar controller, you'll enjoy unsurpassed sound quality, reliability, and flexibility.

SonicCell is ideal for musicians who use a PC as the core of their writing, recording, and performing universe. More than a mere sound module, SonicCell is equipped with a built-in USB audio interface. Simply connect SonicCell directly to your computer's USB port, and you can record and create music with no additional hardware required. You can even plug a microphone, guitar, or other instruments into SonicCell and record your live audio tracks directly into your computer. And since SonicCell can help minimize the burden on the computer's processor, you'll enjoy more efficient and stable performance. As an added bonus, a free copy of Cakewalk's Sonar LE recording software included with every SonicCell sold, as well as a full patch editor application that can be used as is a plug-in style PC software editor, which makes sound designing and effects programming fast and friendly. SonicCell is the perfect all-in-one solution for synthesis and recording.

In addition to its high-quality synthesis and audio-interface functions, SonicCell can be used as a virtual backing band. Simply create a playlist of your songs or backing tracks with the software Playback Editor (included free with SonicCell), and transfer the playlist to a commercially available USB memory stick. Insert the stick into SonicCell's USB port, and it will become a stand-alone song player that you can play and control onstage or anywhere you perform. SonicCell can play back WAV, AIFF, and MP3 files. It evens plays Standard MIDI Files.

Roland is a world leader in the design, manufacture, and distribution of electronic musical instruments, professional audio equipment, multimedia products, and music accessories. For more information, please visit us online at http://www.Roland.com/products/en/ or website of Roland nearest to you.

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